



ADS CENTER

Resource Center to Address
Discrimination and Stigma

BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE

U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES
Substance Abuse and Mental Health
Services Administration
Center for Mental Health Services

11420 Rockville Pike, Rockville, MD 20852
1-800-540-0320 stopstigma@samhsa.hhs.gov

Free Training Teleconference

Changing Minds and Inspiring Hope: Media Strategies For Reducing Stigma Within Spanish-speaking Communities

Please Join Us

The SAMHSA Resource Center to Address Discrimination and Stigma Associated With Mental Illness invites you to participate in a free teleconference training titled, **"Changing Minds and Inspiring Hope: Media Strategies For Reducing Stigma Within Spanish-speaking Communities."**

Date: Tuesday, October 11, 2005
Time: 3:00 PM – 4:30 PM (Eastern Time)

To participate in this training teleconference, please complete the online registration form located at <http://www.stopstigma.samhsa.gov/regpage.cfm>. For additional teleconference information, please refer to the [Training](#) section of the SAMHSA ADS Center web site or contact a technical assistance representative by e-mail at stopstigma@samhsa.hhs.gov or by telephone at 1-800-540-0320. Please pass this invitation along to interested friends and colleagues. *Please note: Registration for this teleconference will close at 5:00 p.m., Eastern time, on Monday, October 10, 2005.*

Training Sponsor

This teleconference is sponsored by the SAMHSA Resource Center to Address Discrimination and Stigma (ADS Center), a project of the Center for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. The session is free to all participants.

Training Summary

Stigma continues to hinder mental health recovery for Latinos in America. Its impact is felt in the lack of community acceptance and full integration of people with mental illnesses. For Latinos, stigma can manifest itself in the form of a belief that mental illnesses result from a lack of character, divine punishment, or bad parenting; that people with mental illnesses are dangerous or cannot cope; or that mental illness is incurable. Effectively addressing these stigmatizing attitudes requires cooperation

and communication across an entire community. Although accurate information about the nature of mental illness and the genesis of stigma is available, appropriate and effective distribution of that information to a Spanish-speaking public requires careful planning.

Spanish-speaking communities rely heavily on print and broadcast media for vital health information. According to Univision, the largest Spanish-speaking television network in the U.S., television is the primary media for communicating this information, followed closely by radio and, increasingly, the Internet. Accordingly, any strategy designed to foster increased knowledge and decreased stigma about mental illness within Spanish-speaking communities should utilize mass media as a resource.

Please join us on Tuesday, October 11, 2005, for a presentation on identifying factors impacting stigma and stigma-reduction in Spanish-speaking communities; effectively working with Spanish-language news media to communicate about mental illness and mental health services; and successful projects and initiatives already utilizing mass media as an educational and outreach tool within Latino communities.

Training Goals

- Identify factors that impact on stigma and stigma reduction within Spanish-speaking communities.
- Provide information and strategies for working effectively with Spanish-speaking media to communicate accurate information about mental illness and mental health services.
- Share examples of successful projects and initiatives utilizing mass media as a tool for education and outreach within Latino communities.

Event Speakers

Caroline Clauss-Ehlers, Freelance Writer

Ms. Clauss-Ehlers writes a column for *Hoy!*, one of the largest Spanish-language newspapers. She holds a 2004-2005 Rosalynn Carter Fellowship For Mental Health Journalism through which she is exploring the impact that stigma has on access to mental health treatment, utilization of mental health services, and coping within Latino families.

Elizabeth Salazar, Latino Community Outreach Coordinator, NAMI Montgomery County, MD

Ms. Salazar has coordinated the first successful mental health education program in Spanish titled "De Familia a Familia" © in Maryland for Latino families of Montgomery County. The Family-to-Family Education Program, aims to eliminate stigma in Latino families by educating them on mental illness. Prior to working with NAMI Montgomery County, Ms. Salazar was the Community Outreach Coordinator for the New Jersey Mental Health Institute in Mercerville, NJ, where she coordinated the same family education program in six counties throughout the state through a SAMHSA-funded program titled Changing Minds, Advancing Mental Health for Hispanics. appears.

Sergio Aguilar-Gaxiola, Member, National Advisory Mental Health Council, National Institute of Mental Health (NIMH)

Sergio Aguilar-Gaxiola is Visiting Professor of Clinical Internal Medicine in the Department of Internal Medicine, School of Medicine, University of California, Davis.

He is also Founding Director of the newly developed Center for Reducing Health Disparities at UC Davis Health System. Dr. Aguilar-Gaxiola is the on-site Principal Investigator of the Mexican American Prevalence and Services Survey (MAPSS), the largest mental health study conducted in the U.S. on Mexican Americans. He is a member of the National Advisory Mental Health Council (NAMHC), National Institute of Mental Health (NIMH). He holds several World Health Organization (WHO) advisory, board, and consulting positions; and is the Coordinator for Latin America and the Caribbean of the WHO World Mental Health (WMH) initiative.

Discussant: Bill Lichtenstein, President, Lichtenstein Creative Media

Bill Lichtenstein is president of Lichtenstein Creative Media, an independent media production company located in Cambridge, MA, which created and is producing the Hispanic Mental Health Strategic Communications Campaign. LCM produces The Infinite Mind, public radio's most honored and listened to health and science program with one million listeners weekly. LCM also produced West 47th Street, an award-winning documentary film which follows four people with mental illness, over three years. Bill's award-winning documentary work in TV, film and radio spans more than 30 years. A former producer for ABC News 20/20, World News Tonight and Nightline, Bill founded LCM in 1990, following his diagnosis and recovery from manic depression. The company has distinguished itself by its production of films and TV and radio programs that show that people can and do recover from serious mental illness.

Discussant: Cristina Magaña, Clinical Psychologist

Cristina Magaña, a clinical psychologist by training, is at California State University, Fresno serving as a co-investigator and collaborator to Dr. Sergio Aguilar-Gaxiola on NIMH-funded studies aimed at addressing health disparities within the Latino community. Cristina's undergraduate and graduate work has focused on improving the health status of immigrant communities and has extensive experience within the migrant farm working community including outreach and education efforts to improve service access and eradicate the stigma of mental illness.

Presentations

Speaker presentations will take approximately 60 minutes and will be followed by a 30-minute question-and-answer period. Participants will receive confirmation of their registration by e-mail shortly before the scheduled conference date. This confirmation message will include telephone dial-in instructions and a link to presentation materials posted in the [Training](#) section of the SAMHSA ADS Center Web site.

The SAMHSA ADS Center is a program of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

About the SAMHSA ADS Center

SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center) helps people design, implement and operate programs that reduce discrimination and stigma associated with mental illnesses. With the most up-to-date research and information, the ADS Center helps individuals, organizations and governments counter such discrimination and stigma in the community, in the workplace, and in the media.

Subscribe to receive this update by sending an e-mail to stopstigma@samhsa.hhs.gov, or by calling an ADS Center representative at 800-540-0320. To comment on the materials included in this update, please send e-mail to stopstigma@samhsa.hhs.gov, or write a letter to Resource Center to Address Discrimination and Stigma Associated with Mental Illness; Informational Updates; 11420 Rockville Pike; Rockville, MD 20852. To unsubscribe from this distribution list using the subscribed e-mail account, click [here](#). To unsubscribe your address from a different e-mail account, send a message to Majordomo@listserve.shs.net with the following command in the message body: unsubscribe stopstigma [Your E-mail Address].

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